

The New WIC Way: Foods and Focus

Wisconsin's Implementation of the Interim Food Rule Retailer Fact Sheet

The New WIC Way: Foods and Focus will bring changes, beginning in **August 2009** that better meet the needs of WIC participants. The new food packages are science and research based for the prevention of obesity and other chronic diseases, and promotion of breastfeeding. Authorized WIC retailers deliver these nutritious foods to WIC participants and are partners in the success of the WIC Program.

Major Changes to the WIC Foods (first major revision since 1980)

New types of foods

- Fruits and vegetables (fresh, frozen, canned)
- Whole wheat or whole grain breads
- Baby foods -- fruits and vegetables for all infants and meat for exclusively breastfed infants

New alternatives (more participant choices)

- Brown rice, soft corn or whole wheat tortillas for whole wheat bread
- Canned beans for dried beans and peanut butter
- Canned salmon and sardines for canned tuna
- Soy beverage for milk (when retail product meets WIC requirements)

Changes for Retailers

- Transact and process cash-value vouchers for fruits and vegetables
- Stock new WIC foods and package sizes at a minimum level
- Overall purchases of WIC foods will stay the same at over \$85 million annually except there will be a shift in purchases to the new foods - fruits, vegetables, and whole grains from milk, cheese, juice, and eggs

Wisconsin WIC Implementation

- Wisconsin WIC's Food List Authorization Group refined the food item selection criteria to assure that the foods on the Wisconsin list are available, acceptable, affordable, and easy to select.
- Education and training materials will be available for retailers, participants, and WIC staff.
- New food packages will be issued to families starting in August 2009.

